

202 CMR 2.00: MASSACHUSETTS STANDARDS

Section

- 2.06: Advertising and Sale of Motor Fuel and Lubricating Oil at Retail
- 2.10: Minimum Standards of Strength and Quality for Anti-freeze
- 2.11: Standards for the Various Grades of Heating Oils Requiring Manufacturers or Distributors To Furnish Samples of the Same, and providing for the Entry and Inspection of the Premises of Such Manufacturers or Distributors, and the Inspection of Heating Oils Stored Thereon

2.06: Advertising and Sale of Motor Fuel and Lubricating Oil at Retail

Every advertisement and sale of motor fuel and lubricating oil at retail shall be in full compliance with 202 CMR 2.06 on or before October 1, 2009.

(1) The Display of Price Advertising Signs. Each pump or other dispensing device, including computing pumps, from which motor fuel is sold at retail shall have attached or affixed atop the dispenser at least one sign and not more than two signs of weatherproof material in a plain and conspicuous position showing the price per gallon of motor fuel sold there-from. Each face of said sign shall be deemed one sign. In addition, if a discount is offered for cash sales the words "cash" shall be included in the applicable portion of the sign and directly above the "cash" price. When "cash" sales and other types of sales are made from the same dispenser both prices shall be posted in a dual price sign and labeled directly above that price with the type of sale the price refers. i.e. "cash", "credit", "credit/debit" or the condition of sale required for the non-cash price posted in print no smaller than two inches in height.

The price(s) shown shall be the unit price per gallon, which price(s) shall include all taxes imposed, both federal and state. Beneath said unit price there shall appear either of the following statements: "All taxes included"; "Including tax"; or "tax inc". All letters appearing on the sign(s) regarding this statement shall be at least ¼ inch high.

Each and all of the letters, figures or numerals of such sign shall be plainly legible, shall be of the same type and design, and shall be black lettering and figures imposed on a white background or white lettering and figures imposed on a black background.

All figures or numerals on each sign shall be at least four inches high and all lines or marks used in the making of such figures or numerals shall be at least 1/8 inch in width and the over-all height of any figure or numeral, except the figure one, shall not be greater than three times the over-all width of such figure or numeral. Minimum size of the sign including the frame must be no less than eight inches in height and ten inches in length.

If a fraction of a cent is a part of the price per gallon and it is expressed as a common fraction with numerator and denominator, the total height of such fraction shall be equal to that of a whole number used on such sign, and the numerator and

denominator shall be of equal sizes in relation to each other. If dollar and decimal places are used to indicate the price per gallon all numerals shall be of the same size. Said sign or signs shall be placed in a plain and conspicuous position so as to be easily visible from any position a customer may reasonably be expected to assume. If service of motor